GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:4330
ANSWERED ON:20.04.2000
HOTEL INDUSTRY IN THE FIELD OF INFORMATION TECHNOLOGY
DR. KIRIT SOMAIYA

Will the Minister of TOURISM be pleased to state:

(a) whether the Hotel industry of the country is planning to enter into the information technology and Media entertainment- sector;

(b) if so, the details thereof;

(c) whether any agreement have been signed with any foreign company in this regard;

(d) if so; the details thereof; and

(e) the quantum and type of advantage is likely to be accrued to hotel industry after entering into this field ?

Answer

MINISTER OF TOURISM AND CULTURE (ANANTH KUMAR)

(a), (b), (c) & (d) : The hotel industry is mostly a private sector activity and as such the individual hotels are constantly making efforts to upgrade their facilities by entering into agreements with major global players for using Information Technology. However, hotels are generally not involved in Media entertainment sector.

The activities include, providing hotel information on the internet, online Reservations through Internet, development and creation of Web Sites and computerised Central Reservation Systems etc. which would result in increasing the efficiency in marketing the hotels and thus increase the occupancy of the hotels.